DIGITALEUROPE

Masters of Digital

Event Report 2019

DIGITALEUROPE

DIGITALEUROPE is the leading trade association representing digitally transforming industries in Europe.

We stand for a regulatory environment that enables European businesses and citizens to prosper from digital technologies. We wish Europe to grow, attract and sustain the world's best digital talents and technology companies.

Together with our members, we shape the industry policy positions on all relevant legislative matters and contributes to the development and implementation of relevant EU policies. Our membership represents over 35,000 businesses who operate and invest in Europe. It includes 67 corporations which are global leaders in their field of activity, as well as 40 national trade associations from across Europe.

Our Mission

To shape, on behalf of our members, a business, policy and regulatory environment in Europe that best realises our vision.

We achieve this by working as a positive partner with the European Institutions, other European and global bodies and, through our national trade associations, the European Member States.

Our Vision

A European Union that nurtures and supports digital technology industries and that prospers from the jobs we provide, the innovation and economic benefits we deliver and the societal challenges we address.

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Masters of Digital 2019

21 February 2019
Conert Noble, Brussels

Another year, another Masters of Digital edition behind us - and what an event that was! Over 500 participants, 29 speakers of 3 outstanding keynotes and 6 high-level panels, and solution-oriented discussions about the digital future of Europe.

At Masters of Digital 2019, we shared with you our Call to Action for a Stronger Digital Europe towards 2025. A bold vision of Europe where digital technologies, innovation, and artificial intelligence (AI) can provide Europe's people with competitive jobs, better healthcare and improved public services. A strong unfragmented DIGITAL EUROPE that takes leadership in creating digital Inclusion, green growth, innovation, trust, agile mission-based policy making that drives prosperity and creates benefits for the European society and leads globally in an open economy.

Masters of Digital 2019 was the first step to achieving our goal and an invitation for all of you to explore your role as industry representatives, policy-makers and European citizens in contributing to it.

We now need Europe more than ever. But if we want it to remain relevant globally, we need to take action: make Europe strong, unfragmented, and, above all, digital.

I encourage you to take a look at this report from Masters of Digital 2019 and get inspired. Once you have, mark 6 February 2020 in your calendars - let's meet at Masters of Digital next year!

Cecilia Bonefeld-Dahl
Director-General, DIGITALEUROPE

BY THE NUMBERS

523
participants

35
countries

3
keynotes

6
high-level discussions

29
speakers

3
Future Unicorn Awards

4
tech exhibitions

335
networking meetings

484
panel engagements

100+
tweets

40+
media articles

1
VIP Lunch

1
VIP Dinner

Masters of Digital
2019

AGENDA

21 February 2019
Concert Noble, Brussels

8:30-9:00 Welcome coffee and registration

9:00-9:15 Opening speech by **Cecilia Bonefeld-Dahl**
Director-General, DIGITALEUROPE

9:15-9:35 **EU Commissioner Mariya Gabriel**
Keynote Speech

How to boost digital innovation & enable digital scale-ups to thrive?

9:35-9:50 **Future Unicorn Award 2019 Ceremony**

9:55-10:40 **Panel session: Digital Ecosystems**
How does Europe grow with Digital?

Moderator: Cecilia Bonefeld-Dahl, Director-General, DIGITALEUROPE

Speakers:
- Olaf Koch, CEO, Metro
- Harald Gruber, Head of Digital Infrastructure Division, Projects Directorate, EIB
- Lie Junius, Director Public Policy and Government Relations, Google EU
- Future Unicorn Award winner

10:40-11:15 Coffee break

11:15-11:55 **Panel session: Digital Manufacturing**
Can Europe take global leadership in digital manufacturing?

Moderator: Lousewies van der Laan, Digital Ambassador, Nederland ICT

Speakers:
- Dieter Wegener, Vice-President, Siemens
- Carlos Zorrinho, MEP
- Carsten Bermig, Cabinet Member of EU Commissioner Bieńkowska

11:55-12:45 **Panel session: Sustainability**
Is digitalisation transforming Europe into a world-class sustainable continent?

Moderator: Philip Smith, COO, Xynteo & EVP 'Europe Delivers' Programme

Speakers:
- Christel Heydemann, PresidentSchneider Electric France
- Stefaan Vergote, Adviser, DG CLIMA
- Laurence Tubiana, CEO, European Climate Foundation
- Future Unicorn Award winner

12:45-13:55 Lunch

13:55-14:00 Kick-off afternoon session by **Cecilia Bonefeld-Dahl**
Director-General, DIGITALEUROPE

14:00-14:15 **Lord Ashton, UK Parliamentary Under Secretary of State for Digital, Culture, Media and Sport**
Keynote Speech

Responsible tech and the role of Government: protecting citizens whilst encouraging innovation

14:15-14:35 Surprise: artistic performance

14:40-15:20 **Panel session: e-Health**
What are Europe's digital opportunities to foster patient-centric healthcare and improve public health?

Moderator: Ceri Thompson, Deputy Head of the e-Health Unit in DG CONNECT

Speakers:
- Elena Bonfiglioli, Managing Director, Health and Life Sciences, EMEA, Microsoft
- Andrzej Jan Rys, Director, DG SANTE
- Loubna Bouarfa, CEO & Founder, OKRA Technologies

15:20-15:50 Coffee break

15:55-16:35 **Panel session: Artificial Intelligence**
What regulatory challenges must Europe address to lead the world in human centric AI?

Moderator: Danny Gooris, Senior Manager, Oracle Academy EMEA

Speakers:
- Khalil Rouhana, Deputy Director-General, DG CONNECT
- Abigail Hing Wen, Counsel for Office of the AI Chief Technology Officer, Intel Corporation
- Moritz Helmstaedter, Managing Director, Max Planck Institute for Brain Research

16:40-17:20 **Panel session: EU Leadership beyond 2020**
How can the EU take leadership in shaping the digital world towards 2025?

Moderator: Cecilia Bonefeld-Dahl, Director-General, DIGITALEUROPE

Speakers:
- Ambassador Odobescu, Perm. Rep. of Romania to the EU
- Markus Borchert, CEO of Nokia Shanghai Bell and President of Nokia Greater China, NOKIA
- Janne Viskari, Director General, Finnish Population Register Centre
- Future Unicorn Award winner

17:25-17:50 **Martin Selmayr, Secretary-General of the European Commission**
Keynote Speech

Europe - the digital continent. A state of play.

17:50-18:00 Closing remarks by **Cecilia Bonefeld-Dahl**
Director-General, DIGITALEUROPE

18:10-19:00 Cocktail Reception

#MoDigital19
#AStrongerDigitalEurope

KEYNOTE SPEAKERS

Maryia Gabriel
EU Commissioner for the Digital Economy & Society

Lord Ashton
Parliamentary Under Secretary of State at the Department for Digital, United Kingdom

Martin Selmayr
Secretary-General, European Commission

SPEAKERS

Cecilia Bonefeld-Dahl
DIGITALEUROPE

Olaf Koch
METRO

Harald Gruber
European Investment Bank

Lie Junius
Google

Future Unicorn Award Winner

Lousewies van der Laan
Nederland ICT

Dieter Wegener
Siemens

Carlos Zorrinho
MEP

Carsten Bermig
European Commission, Cabinet Bieńkowska

Philip Smith
Xynteo

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Stefaan Vergote
European Commission, DG CLIMA

Laurence Tubiana
European Climate Foundation

Christel Heydemann
Schneider Electric

Ceri Thompson
European Commission, DG CONNECT

Elena Bonfiglioli
Microsoft

Andrzej Jan Ryś
European Commission, DG SANTE

Loubna Bouarfa
OKRA Technologies

Danny Gooris
Oracle

European Commission, DG CONNECT

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Moritz Helmstaedter
Max Planck Institute for Brain Research

Cecilia Bonefeld-Dahl
DIGITALEUROPE

Luminița Teodora Odobescu
Permanent Representative of Romania to the EU

Markus Borchert
Nokia

Future Unicorn Award Winner

Janne Viskari
Population Register Centre, Finland

Find all speakers' biographies at **www.mastersofdigital.org**

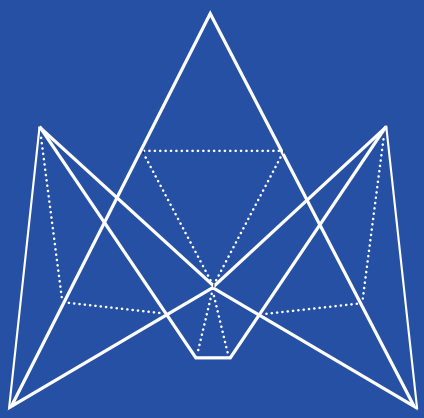
Welcome and Call to Action: A Stronger Digital Europe

Cecilia Bonefeld-Dahl,
Director-General, DIGITALEUROPE

Cecilia Bonefeld-Dahl welcomed over 500 attendees at DIGITALEUROPE's annual flagship event, Masters of Digital, and kicked off this years' edition by pointing out that Europe needs to become a strong, digitally competitive continent.

Cecilia emphasised that the future of Europe is **D-I-G-I-T-A-L**.

Digital affects all industries across the world. It knows no borders, and digitalised enterprises are by nature global. Digitalisation has also transformed every element of society and the way in which citizens live their daily lives. Policy makers and regulators must, therefore, be ready and capable of keeping up with the scale and speed of digital development.



Masters of Digital 2019

Morning Sessions

In the *Call to Action for a Stronger Digital Europe towards 2025*, DIGITALEUROPE calls for a Europe where digital technologies, innovation, and artificial intelligence can provide Europe's people with competitive jobs, better health, and improved public services.

To achieve that goal, we need:

- Digital Single Market that would provide harmonised, unfragmented market and allow for companies to scale up rapidly within Europe.
- Inclusion of all citizens through digital empowerment, upskilling and improving formal education curricula to grow a generation of digital creators, not only users, and to eliminate the homogeneity data bias.
- Green growth that would enhance sustainable development strategies.
- Innovation driving investment in technology development and both pan-European and global scale-up.
- Trust that derives from industry and governments' efforts to strengthen cybersecurity.
- Agile & mission-based policy that scales down outdated rules inhibiting innovation and provides guidance to achieve desired objectives.
- Leadership with a clear, common vision and goals to strengthen the position of Europe in digital.

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What's Europe vision to boost digital innovation & enable digital scale-ups to thrive?

Mariya Gabriel, EU Commissioner for the Digital Economy & Society

Commissioner Mariya Gabriel emphasised the importance of DIGITALEUROPE's 2025 focus, noting that the period between old and new European Commission will give Europe the time to reflect and adapt for the future.

The Commissioner outlined many of the upcoming challenges facing Europe and its digital industries, including an ageing population, climate change, growing polarisation in society and an increase of geopolitical tensions. The far-reaching technological revolution will be impactful and disruptive to every part of our lives, through health, transport, democracy.

The Commission's Digital Single Market Strategy has shown leadership and paved the way for a positive agenda, ensuring Europe is ready for the digital age. As of Masters of Digital 2019, 28 of 38 Digital Single Market files have been finalised. The aim of the strategy was to not only update privacy and cybersecurity laws but also increase European competitiveness, skills and innovation hubs.

Europe may be leading the way in manufacturing, but it is still lagging behind in terms of innovation. The reality remains that the vast majority of global innovative companies are American. The world of tomorrow will belong to those who master AI and blockchain technology, and Europe must build on its current strengths, such as world class university research and development.

The managing of the digital transformation is a societal challenge that will not succeed if Europe does not have a 'people first' approach. Europe must work together in fostering innovation but ensuring European values are protected as this is critical for ensuring trust.

This is particularly relevant in the advent of AI and the EU will continue to work with associations ensuring that European values are intrinsically interlinked into AI designs and systems. The Commission has put in place the AI Alliance that was created to foster the wider societal discussion around how AI should be used in an ethical manner. Currently, over 500 million interested stakeholders have contributed to the AI Alliance.

The foundations have been set for the new incoming Commission as it will not be starting from scratch. However, much more needs to be done to ensure continued digital innovation.

DIGITALEUROPE A STRONGER DIGITAL EUROPE 13

Future Unicorn Award 2019 Ceremony

Masters of Digital 2019 introduced our newest award for up-and-coming European tech SMEs: The Future Unicorn Award. It aims at celebrating SMEs from across Europe that have the potential to become the future European Tech giants.

The award was compiled by asking all the national trade associations affiliated with DIGITALEUROPE to select a single SME from their country. This resulted in a truly pan-European selection of incredible digital companies across all sectors from financial technologies to e-health.

The winners were presented with the award by Commissioner Gabriel at the ceremony.

MaaS Global (Finland)

Mobility-as-a-Service (MaaS) is the integration of various forms of transport services into a single mobility service accessible on demand. Through the Whim app users can make a single payment and use all mobility services.

Teslasuit (United Kingdom)

Teslasuit is a smart clothing company that produces a suit with haptic feedback, motion capture, temperature control and biometrics for enhanced virtual experience and training.

Umbraco (Denmark)

Umbraco is an easy-to-use and flexible open source Content Management System. In the last 3 years, it has grown three-fold.

DIGITALEUROPE A STRONGER DIGITAL EUROPE 14

Digital Ecosystems:

How does Europe grow with Digital?

Olaf Koch, CEO, Metro AG

Harald Gruber, Head of Digital Infrastructure Division, Projects Directorate, EIB

Lie Junius, Director Public Policy and Government Relations, Google EU

Niels Hartvig, Founder of Umbraco, Future Unicorn Award winner

Cecilia Bonefeld-Dahl, Director-General, DIGITALEUROPE (Moderator)

The Digital Ecosystems panel discussed the challenges faced by industries in the process of digitalisation, how an effective digital ecosystem might help address these issues and how this ecosystem can be realised.

Main Points

As industries digitalise, companies and consumers are encountering new challenges. For example, the retail sector must now deal with stringent fiscal discipline due to the introduction of a digital cash register. The solution to these inevitable challenges must be empowerment through digitisation rather than protectionism.

Europe is lagging behind in the financing of digital projects while countries such as the US are providing for most major digital players and R&D companies. Europe has suffered from a structural sluggishness in innovation, with most companies being SMEs, which fall short in digital innovation. The crux of the problem is the need for large companies to invest more in digital R&D.

There is an urgent need to address the existing skills gap in the tech sector. One of the best ways to remediate this issue is to create targeted programs supporting and matching SMEs with young graduates with a non-tech background.

Large companies with influence must seek to instigate optimism surrounding technology by demonstrating the potential of technology, particularly AI, for our society and economy.

Europe has huge potential and even dares to embrace creative legislation. GDPR, for instance, has created many business opportunities. Sharing and building an ecosystem where everyone wins should be the future of the digital industry.

Action Proposed

There is a need to create financial instruments which mobilise private investment towards digital, next to a critical mass of start-up companies. Financial incentives for SMEs must be created that allow them to change their business attitude towards digitisation and embrace productivity.

Digital skills must be fostered and the brain drain prevented. The existing labour force should be reskilled. Banks can help to promote public and private investment in digital skills and political action can also be taken, for example through the new financial framework. Regulation needs to be smart.

Cooperation between industry, law-makers and civil society should illustrate a complementary approach (e.g. on child sexual abuse, online privacy, online terrorist content). Another alternative is to empower users with certain tools such as data portability.

DIGITALEUROPE A STRONGER DIGITAL EUROPE 16

Digital Manufacturing

Can Europe take global leadership in digital manufacturing?

Dieter Wegener, Vice-President, Siemens

Carlos Zorrinho, MEP

Carsten Bermig, Cabinet Member of EU Commissioner Bieńkowska

Lousewies van der Laan, Digital Ambassador, Nederland ICT (Moderator)

The panellists discussed the positive steps made in the digitalisation of the manufacturing industry as well as the Commission plans to further develop digital manufacturing. They also discussed the necessity for infrastructure improvements to advance the manufacturing ecosystem.

Main points

Many factories in Europe are already automated and simulation is making the processes leaner and greener as the customer has more information and can customise their order to their particular specifications. Moreover, manufacturers are investing in platform and software tools (AI, IoT, etc.) that will greatly improve the production process. However, more needs to be done from both start-ups and big players to create an effective manufacturing ecosystem.

The European Commission has held two industry days and plans to issue a Digitising European Industries report for the next Commission. It is focused on policies that are regional, sustainable and responsible. Regions decide their industrial policy as they have the money and business needs to make the investment decisions.

The EU has several priorities when it comes to future digital manufacturing:

- Creating a strategic value chain and looking to competition rules to create a level playing field with China.
- Foreign Direct investment screening and competition rules to block acquisitions and investment. More will be done to limit state aid.
- Rules for sustainability.

Actions proposed

The EU needs smart governance and regulations to remove barriers for cross-border data flows as well as very fast 5G networks. For example, this network could come in the form of a private 100 Mhz network dedicated to manufacturers.

Europe should aim to introduce more focused regulation and funding in partnership with industry to grow the start-up ecosystem.

DIGITALEUROPE A STRONGER DIGITAL EUROPE 18

Sustainability:

Is digitalisation transforming Europe into a world-class sustainable continent?

Christel Heydemann, President, Schneider Electric France

Stefaan Vergote, Adviser, DG CLIMA

Laurence Tubiana, CEO, European Climate Foundation

Krista Huhtala-Jenks, Head of Ecosystem & Sustainability, MaaS Global, Future Unicorn Award winner

Philip Smith, COO, Xynteo & EVP 'Europe Delivers' Programme (Moderator)

Discussion focused on how digitalisation can transform Europe into a world-class sustainable continent by ensuring competitiveness and keeping the Paris agreement goals in mind.

Main Points

The Commission is committed to achieving its strategic long-term vision for a sustainable economy by 2050 while also working on short-term solutions. National and European policies are often fragmented: we need to remedy that by having more holistic approach which could be achieved through better guidelines or taxonomy.

Today we know that the biggest consumers of energy are buildings (40%), manufacturing (30%), and transport (30%) sectors. Digitalisation by enabling energy efficiency can bring massive opportunities to reduce this consumption. To achieve circular models of society, we have to push for an open ecosystem (access to data, competition, wise regulatory framework, consumer enabling, etc). This means access for all and, more specifically, more sustainable choices for the consumers.

The biggest opportunities rest in business-to-business and industrial sectors, and Europe is the leader in digitalising in these areas.

To maximise opportunities, we need the right regulatory framework which would allow experimentation and innovation, whilst protecting consumers. Consumers of energy shall become the producers of energy and digital can unlock this potential.

Action Proposed

Digital is often seen as a threat but there is huge potential and benefits so this perception must be changed.

The Juncker Commission has laid out the strategies on decarbonisation and circular economy – the years to come must focus on implementation.

We must look at issues in a more holistic way and think about wider systems. Cross-sector approaches are crucial and we need to break down silos to be successful.

Regulators will never be able to keep up with innovation but there is a need for a regulatory framework that allows for speed and innovation whilst ensuring the right level of protection.

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Afternoon Sessions

Responsible tech and the role of Government: protecting citizens whilst encouraging innovation

Lord Ashton,
UK Parliamentary Under Secretary of State
at the Department for Culture, Media and Sport

Lord Ashton reiterated the need for a balance between embracing new technologies and protecting society from potential harms. He proposed multiple ways to harness a positive impact from technology.

Firstly, Lord Ashton stressed the importance of future cooperation between the EU and UK on digital issues even beyond Brexit. This cooperation must include the creation of common frameworks, particularly relating to data flows between the EU and the UK. Discussions should be held as soon as possible towards an adequacy decision with an eye for it to be adopted by late 2020. A clear and transparent framework should be in place to minimise any risk disruption of data flows and any regulation should support innovation rather than limit it.

Furthermore, technology must be harnessed to help wider society by creating stronger bonds between civil society, tackle loneliness and enhance cohesion. Responsible technologies are attractive as creating social value and providing solutions to social problems.

DIGITALEUROPE A STRONGER DIGITAL EUROPE 22

e-Health:

What are Europe's digital opportunities to foster patient-centric healthcare and improve public health?

Elena Bonfiglioli, Managing Director, Health and Life Sciences, EMEA, Microsoft

Ioana Gligor, Head of Unit, DG SANTE

Loubna Bouarfa, CEO & Founder, OKRA Technologies

Ceri Thompson, Deputy Head of the e-Health Unit in DG CONNECT (Moderator)

The panellists discussed the importance of cross border medical data access and the application of digital technologies in the health sphere.

Main Points

The Commission is working towards better citizen data access through an exchange format that would allow, for example, Czech citizens see their summaries in Luxembourg.

The Commission is dedicated to supporting the eHealth network, to fund and build projects such as electronic health records or training for healthcare providers. The Commission will also support collaboration and act as a facilitator.

More work needs to be done on open health data for small innovators to get the right treatment to patients. The borders need to open but regulatory barriers are blocking data from flowing. If this can happen, then AI can accelerate the analytics to see if patients are responding to treatment and determining if external geographic indicators have an influence – for example pollution levels.

Action Proposed

Member States that procure data must have a non-negotiable standard for interoperability. This should allow for the data coming from important sources such as civic records, genotyping and images, to be interconnected. GDPR needs clarity for a health sharing for research.

There is a need for defined funding for health pathways to increase European competitiveness.

We need policy sandboxes to show automation and precision medicines can work.

DIGITALEUROPE A STRONGER DIGITAL EUROPE 24

Artificial Intelligence:

What regulatory challenges must Europe address to lead the world in human centric AI?

Khalil Rouhana, Deputy Director-General, DG CONNECT

Abigail Hing Wen, Counsel for the Office of the AI Chief Technology Officer, Intel Corporation

Moritz Helmstaedter, Managing Director, Max Planck Institute for Brain Research

Danny Gooris, Senior Manager, Oracle (Moderator)

The panellists discussed the key applications of AI and the potential uses of it going forward. They also discussed Europe's competitive advantage in the field and what must be done to take the next step.

Main Points

AI has a vast array of potential uses from predictive medicine in healthcare to self-driving cars. AI is already employed in many industries, sectors and governments so it is important, therefore, that we have a sustainable and ethical framework for development and use.

The EU might find its competitive advantage in its human-centric approach to AI. We must pay attention to the unintended consequences and potential for harm of this technology. Trustworthy AI, built on European values and fundamental rights, could be a key EU asset on the global field.

The panellists highlighted the investment gap between the EU industry and its competitors in the US and China. There is a need for strong collaboration between EU stakeholders and AI supply chains. The Commission hopes that the Multiannual Financial Framework (MFF) and similar programmes will boost public and private investment.

Action Proposed

The panelists suggested working with regulatory sandboxes to pilot different approaches to AI while looking at research into fundamental innovations and finding new approaches to AI development to establish an area in AI where the EU can jump ahead.

Europe needs to see more investment in AI research and development. Co-investment across tech and vertical partners might be an effective way to build domain expertise and grow with digital. Investment must also be used to re-skill the workforce to be AI literate. Public investment should particularly focus on public goals, such as health and climate change prevention.

DIGITALEUROPE A STRONGER DIGITAL EUROPE 26

EU Leadership beyond 2020:

How can the EU take leadership in shaping the digital world beyond 2020?

Luminiţa Teodora Odobescu, H.E. Ambassador, Permanent representation of Romania to the EU

Markus Borchert, CEO of Nokia Shanghai Bell and President of Nokia Greater China, NOKIA

Janne Viskari, Director General, Finnish Population Register Centre

Dimitri Mikhalchuk, Co-Founder and Chief Revenue Officer, Teslasuit, Future Unicorn Award winner

Cecilia Bonefeld-Dahl, Director-General, DIGITALEUROPE

The panellists discussed the future of digital in Europe and addressed several key points to focus on as we welcome a new institutional cycle. They particularly emphasised the need for a harmonised, unfragmented Digital Single Market.

Main Points

Europe needs to capture value creation in Europe and, with this in mind, DIGITALEUROPE's manifesto provides three key areas to work on: fragmentation, investment, speed.

On fragmentation, there have been improvements in the last years but there are still different rules from one Member State to another and consolidation is needed.

Operating within the Single Market is often not easy: a lot can be done to harmonise rules and simplify procedures in Europe in the coming years. Regarding investments, digital infrastructures and digital skills need more support from both public and private sectors in Europe.

Finally, innovative tech is developed daily in the EU but often, technology deployment is slow. Speed of tech take-up is critical to ensure that Europe

The Romanian presidency is committed to advancing major digital transformations through high-performance computing, AI, 5G, and more. Several key legislative files have been adopted which will help to reduce the fragmentation in the EU and support the creation of a digital-friendly business environment.

Europe also needs to ensure that data can flow between countries, with better interoperability between public institutions and companies. For the flow of data to be unlocked, citizens must trust data handlers and know who is using their data and what is happening to the data. This is one major challenge for the coming years. Europe needs to use its positive record on data privacy as a business advantage against competitors in the US and China.

Action Proposed

Policymakers must work to reduce fragmentation in the EU in order to create a true Digital Single Market. Furthermore, the EU should develop a digital-friendly environment to support data-driven businesses and tech entrepreneurship. To achieve this, digital should be at the core of EU policies for the next generations.

The EU needs to create value in something that other major economies such as the United States or China do not master: privacy. Europe should develop citizen-centred data approaches to give people control over their data while ensuring free data flows for businesses.

Investment is also key. The EU needs to invest more in digital and tech to catch up with the United States and China.

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Europe – the digital continent. A state of play.

Martin Selmayr, Secretary-General, European Commission

Secretary-General Selmayr welcomed the confidence and optimism exhibited throughout the conference as well as in DIGITALEUROPE's Manifesto for *A Stronger Digital Europe*.

Secretary-General Selmayr began by outlining where Europe stands in the digital sphere. The EU has now completed the first phase of the Digital Single Market Strategy which involved scaling up policy-making. In 2014, President Juncker announced his 10 priorities for his Presidency and digital was the second item on the agenda. Since then, a comprehensive DSM project team for Commissioners and services was set up to work towards replacing national laws with European ones where necessary such as legislation on GDPR and roaming charges. The aim was to reach scale in policy-making across Europe with 30 proposals, 28 of which have now been adopted.

The next Commission will focus on rolling out phase 2 of the Digital Single Market Strategy in order to mainstream digital across policy areas including investment, budgets and economic policy and part of the process of mainstreaming digital will be making investment a priority. Phase 2 will also look towards industry 4.0, as industrial policy becomes more important and will be a key component in the future.

Europe is a continent of values and protection and we must be pragmatic in our regulation of emerging technologies such as AI and 5G. The EU needs stronger standards and while we must be careful not to regulate a certain continent or company, no one should be able to access European data through a backdoor. Europe must ensure that technology always serves the people and not the other way around.

The upcoming European elections in May will be a necessary rendezvous of democracy and the Parliamentary election is a unique opportunity to shape the European agenda and one which everybody should make the most of.

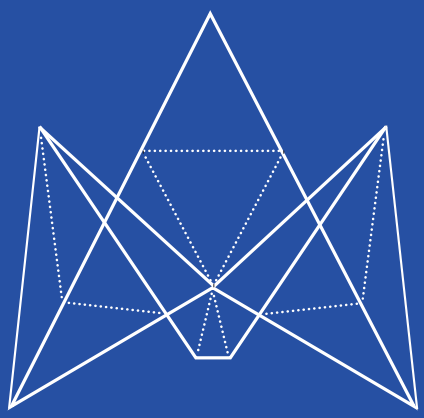
Digital Solutions Exhibition

Sponsors of Masters of Digital 2019

Microsoft

Microsoft's booth at the Masters of Digital conference showcased technology advances that can help enable policy objectives of the European Union, including those relating to the single market (with cloud-based machine translation), digital transformation of manufacturing (with mixed reality), and accessibility (with hardware designed for the needs of physically disabled persons). Visitors were encouraged to try the Microsoft Translator app, which enables real-time translation for up to 100 participants in a single conversation in dozens of languages.

At the center of the booth, visitors had an opportunity to learn more about the Microsoft's commitment to accessible technology and try the new Xbox Adaptive Controller, specifically designed for gamers with limited mobility.



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MISCELLANEOUS

Finally, the tech enthusiasts could experience mixed reality with the Microsoft HoloLens, which allowed them to walk through a holographic smart warehouse and see how to increase productivity in an industrial setting.

Siemens

Siemens presented their "Digital Twin" concept, showing Digital Twin examples addressing the outside market on one big screen, and on a second screen showcasing Siemens Digital Twin examples from the different Divisions.

The digital twin has long since established itself in industry, where it's revolutionising processes along the entire value chain.

As a virtual representation of a product, production process, or performance, it enables the individual process stages to be seamlessly linked. This creates a consistent improvement in efficiency, minimises failure rates, shortens development cycles, and opens up new business opportunities: in other words, it creates a lasting competitive edge.

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Google

Google presented the Grow with Google programme and its jobs and business growth impact in Europe via an interactive booth. This featured demos of the online learning platform and recently launched machine learning basics course as well as success stories of European SMBs who are using artificial intelligence and machine learning solutions to grow. Booth visitors were also invited to take a short quiz to explore future jobs based on their current skills and approach to new technologies. To find out more, visit google.com/GrowEurope.

NOKIA Bell Labs
Augmented Intelligence for Enterprise
Augmented Intelligence for Enterprise
Johann Daigremont, Arjan Van Ewijk

Nokia

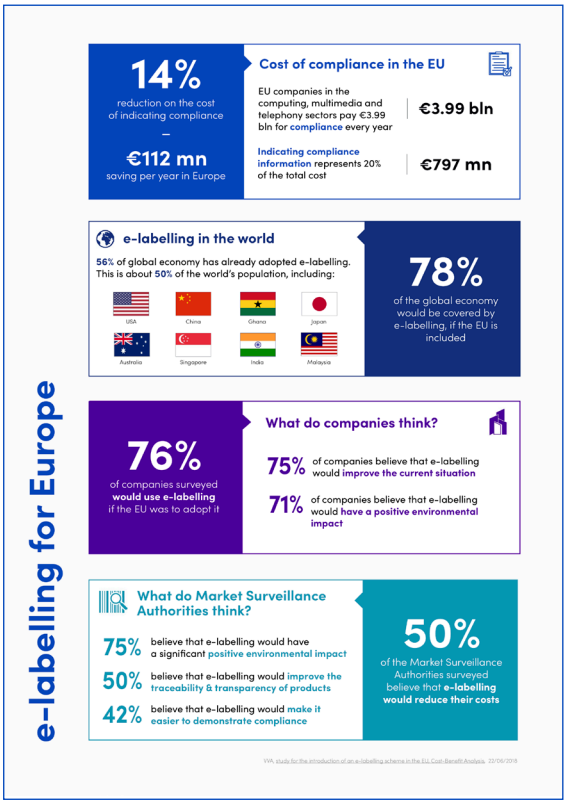
The unlimited growth of data in enterprises and the scarcity of data analysis experts lead to businesses missing out on opportunities for increasing revenue, improving efficiency, and reducing costs.

The Bell Labs Insights solution uniquely provides decision makers with business insights in seconds. It relies on a scalable, information theory-based Augmented Intelligence (AI) engine that uses analogy and similarity as key concepts, drawing inspiration from how humans create insights. The Bell Labs Insights solution finds relationships between pieces of information that have not been anticipated, and summarises the most relevant information in context.

e-labelling

DIGITALEUROPE presented the benefits of e-labelling (or electronic labelling) which is an alternative option to indicate that a device is compliant with all requirements and marking obligations in the EU. Many countries, together representing over 56% of the world's economy and 46% of the world's population have already adopted e-labelling schemes.

The European Union, on the other hand, still relies exclusively on physical marking on devices. If the EU was to adopt e-labelling, European businesses could save €112 million per year.


e-labelling for Europe
14%
reduction on the cost of indicating compliance
–
€112 mn
saving per year in Europe
Cost of compliance in the EU
EU companies in the computing, multimedia and telephony sectors pay €3.99 bln for compliance every year
€3.99 bln
Indicating compliance information represents 20% of the total cost
€797 mn
e-labelling in the world
56% of global economy has already adopted e-labelling. This is about 50% of the world's population, including:
USA
China
Ghana
Japan
Australia
Singapore
India
Malaysia
78%
of the global economy would be covered by e-labelling, if the EU is included
76%
of companies surveyed would use e-labelling if the EU was to adopt it
What do companies think?
75% of companies believe that e-labelling would improve the current situation
71% of companies believe that e-labelling would have a positive environmental impact
What do Market Surveillance Authorities think?
75% believe that e-labelling would have a significant positive environmental impact
50% believe that e-labelling would improve the traceability & transparency of products
42% believe that e-labelling would make it easier to demonstrate compliance
50%
of the Market Surveillance Authorities surveyed believe that e-labelling would reduce their costs

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Exclusive VIP activities

VIP Lunch

An exclusive VIP lunch was held for the event sponsors with Lord Ashton as guest of honour.

VIP Dinner

A private closing reception and dinner was held at the prestigious Cercle Gaulois. 40 guests were comprised of guest speakers, DIGITALEUROPE Executive Board members and member representatives, Future Unicorn Winners, and important stakeholders.

Social Media Presence

136 800
impressions on Twitter on the day of the event

418 700
impressions on Twitter in one week after the event

100+
tweets from the event

#MoDigital19 trending in Belgium for 6h

DIGITALEUROPE
@DIGITALEUROPE
Thank you to everyone who joined us at #MoDigital19! It was an exciting day full of insightful discussions & important reflections about the future of #digital in #Europe. We hope that you had a great time - see you at Masters of Digital 2020!
Masters of Digital
2019
Mariya Gabriel and 8 others
4:29 PM · Feb 22, 2019 from Brussels, Belgium · Twitter Web Client
View Tweet activity
7 Retweets 31 Likes

DIGITALEUROPE
@DIGITALEUROPE
At #MoDigital19, @DIGITALEUROPE's DG @BonefeldCecilia gave our Manifesto for #AStrongerDigitalEurope to @MartinSelmayr, Secretary-General of the @EU_Commission, who delivered a brilliant speech on the #DigitalSingleMarket! You too, get your copy: digitaleurope.org/policies/stron...
#AStrongerDigitalEuro
You and 3 others
4:55 PM · Feb 22, 2019 · Twitter Web Client
View Tweet activity
8 Retweets 29 Likes

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Entertainment

Torben Eskildsen, Teamsinging

The talented Torben Eskildsen from Teamsinging enhanced the energy in the room by getting the participants sing as one.

He succeeded in creating a sense of community, greatness and commitment to digital by translating DIGITALEUROPE's culture into a musical expression, communicating our values and strategies.

Sponsors of Masters of Digital 2019

This year's edition was kindly sponsored by:

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EVENT MANAGEMENT PARTNER

of cores
Offering Corporate Event Solutions

Sponsorhip Opportunities

Masters of Digital 2020

	Platinum €50,000	Gold €30,000	Silver €10,000
Before event			
Brand marketing: website, social media, newsletter, emailing, banner, prints, roll-ups and delegate bags	☑	☑	☑
Corporate video, promoted online before & after event and in loop during event	☑	☑	
During event			
Promoted as sponsor of DIGITALEUROPE's Digital SME Award, incl. photo with EU Commissioner	☑		
VIP Access to keynote speakers	☑		
Panel shaper: an opportunity to design a discussion panel and propose a speaker	☑		
Showcase your technology (booth space)	☑		
Your marketing material in the delegate bags	☑	☑	☑
Recognition of your contribution announced at the event	☑	☑	
Company logo on stage backdrop and banners behind keynote speakers	☑	☑	☑
Access to VIP Dinner	☑	☑	
After event			
Visibility on all post-event communication materials, to be published and promoted online	☑	☑	☑
Quote from company representative (in case movie and/or written report)	☑		
Cross-communication on Social media	☑	☑	☑

Tailor-made & top-up opportunities

Branded Lanyards: **€3,000;** Flyers in congress bag: **€2,000**

Branded: Event app (**€10,000**); WIFI code: (**€5,000**); Networking cocoons (**€6,000**)

Branding of catering: Lunch & coffee breaks (**€5,000**); Cocktail reception (**€5,000**); Speaker gifts (**€5,000**); VIP lunch or dinner (**€5,000**); VIP room coffee station (**€1,000**)

DIGITALEUROPE represents the digital technology industry as well as digitally transforming industries in Europe. We stand for a regulatory environment that enables businesses to grow and citizens to prosper from the use of digital technologies. We wish Europe to develop, attract and sustain the world's best digital talents and technology companies.

DIGITALEUROPE's members include in total over 35,000 companies in Europe represented by 63 Corporate Members and 40 National Trade Associations from across Europe.

www.digitaleurope.org

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